

UNITED STATES OF AMERICA
FEDERAL TRADE COMMISSION

WASHINGTON, D.C. 20580



Division of Advertising Practices

November 22, 2013

Andrea C. Levine, Esq.
Senior Vice President, Director
National Advertising Division
112 Madison Avenue, 3rd Floor
New York, NY 10016

Re: Maxam Nutraceuticals' PCA Natural Support for Natural Toxin & Waste Elimination

Dear Ms. Levine:

I am writing to follow up on your October 28, 2013 referral to the FTC in the above mentioned matter. Your referral indicated that the advertiser, Maxam Nutraceuticals, refused to participate in NAD's self-regulatory process regarding concerns about advertising for its PCA Natural Support for Natural Toxin & Waste Elimination product.

Please be advised that we have been in contact with counsel for Maxam Nutraceuticals, who has indicated to you that it now intends to cooperate with NAD's inquiry.

We appreciate having received this referral and having the opportunity to assist in supporting the NAD.

Very truly yours,

A handwritten signature in blue ink that reads "Mary K. Engle".

Mary K. Engle
Associate Director for Advertising Practices